



Utah Smart Site Business Profile Information Connections

Contact:

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Website:

www.infocnrxn.com

Company Established:
2001

Gross Revenues:
\$100,000- \$250,000

Awards & Special Recognition:
Telly Award for DVD Production

Contracting Relationships
SPS, Inc.
NWB Technology

Operating Systems:
Linux
Windows NT

Competencies and Experience (includes
up to 3 clients over the past 3 years):

Competency	Experience
Software Development	Naval Warfare Center Boc.com Multiple Others
Website Design	WWW.Infocnrxn.com Bock.com
Systems Integration	Naval Warfare Center

Description of Primary Products:

DVD Production, Inbound Customer Relationship Management, Technical and Product Support, Document Conversion, Graphic Design, and Computer Programming.

NAICS Code(s):

334611- Software Reproducing
512110- Motion Picture and Video Production
611710- Educational Support Services
541511- Custom Computer Programming Services
541618- Other Management Consulting Services

Key Management and Technical Staff:

Kim Larson – President: Kim has worked in the Market Research Industry for the past 13 years, and has extensive experience in phone center operations for multiple sites and on multiple telephone systems. Kim is highly experienced with human resource and financial management, training and development, and technical phone infrastructure. Kim has a Masters Degree in Business Administration specializing in finance and a Bachelor of Science Degree in Management and Human Resources. Kim's skills and experience reflect the wide range of diversity she contributes as President of the Southwest Chapter of the Marketing Research Association. She is certified as a Lucent Phone Technician.

Steve Larson - VP of Sales and Business Development: Steve has been a market research professional for the past 13 years, utilizing his skills in public relations to sell and manage consumer, business, and political research projects. Steve is known for his expertise in working with clients on customer satisfaction and market surveys to ensure quality survey implementation. Key components of his work are project set up, quality control, cost control, and packaging results for client analysis. Steve has a Bachelor of Science Degree in Public Relations with a minor in Communications. His newspaper and radio experience in reporting and photography give him a well-rounded view of marketing and customer relations.

Help Desk/CRM	Client requests their name not be disclosed
Computer Graphics, Animation and Illustration Data Entry, Conversion and Imaging	State of Utah DMR Fresnius Over 100 projects with Fortune 500 companies
IT Training and eLearning	Competent to meet client needs
Network Development, Management, Service and Support	Competent to meet client needs
Telecommunications Technologies	Competent to meet client needs
Database Development and Applications	Naval Warfare Center
Multimedia and Digital Technologies including DVD	State of Utah NWB Technologies Fresnius
Technical Writing	State of Utah NWB Technologies Fresnius
Data Warehousing and Storage; Web Hosting	Competent to meet client needs
IT Consulting	Competent to meet client needs

Shawndra Johnson – V.P. of Information

Infrastructure: Shawndra has worked in the Market Research Industry for 13 years, and has over 20 years' experience with computer programming, software support, and hardware troubleshooting and repair. Shawndra has extensive experience in CATI program- ming using the ACSQuery and WinQuery interviewing packages, as well as experience with CfMC and Winprobe. She is also highly proficient in coding, editing, and data tabulations, ensuring your studies exceed your expectations. Shawndra has a Masters Degree in Business Administration and a Bachelor of Science Degree in Education with a Computer Science emphasis.

Utah Smart Sites

Information Connections is a Utah Smart Site Enterprise. The Utah Smart Site Program is an initiative of the Utah Division of Business and Economic Development to encourage the creation of technology-based employment in small communities.

For information, contact Les Prall at (801) 538-8804 or lprall@utah.gov or visit the Utah Smart Site website at <http://smartsites.utah.gov>.

